



1900 28th Street - Macy's

Site Review Amendment

City Council



December 1, 2020



Quasi-Judicial Hearing Procedures

1. All speaking to item are sworn in.
2. Council members note any *ex parte* contacts.
3. Staff presentation; Council may ask questions of staff.
4. Applicant presentation; Council may ask questions of applicant.
5. Public hearing opened for comments; Council may ask questions of the public.
6. Applicant rebuttal.
7. Public hearing closed; Council discussion.
8. A motion requires an affirmative vote of at least 5 members to pass.
9. A record of the hearing is kept by staff.



Staff Presentation Overview

- **Review Process**
- **Existing Context**
- **Proposed Project**
- **Discussion of Key Issues:** BVCP & Site Review Criteria
- **Staff Recommendation**



Review Process

- **Site Review Amendment**
 - Height Modification per Appendix J
 - Vested Rights
- **Applicable Standards as of Date of Application December 17, 2018**
 - Relevant Site Review Criteria, BVCP Policies
- **Standards that are Not Applicable, adopted after December 17, 2018**
 - Community Benefit Standards for Height
 - Use Review Standards for Opportunity Zone
- **Planning Board Hearing (Sept. 24, 2020)**
 - Approved the application 4-3
 - The 3 dissenting votes indicated the application wasn't consistent with BVCP regarding housing



Public Notification

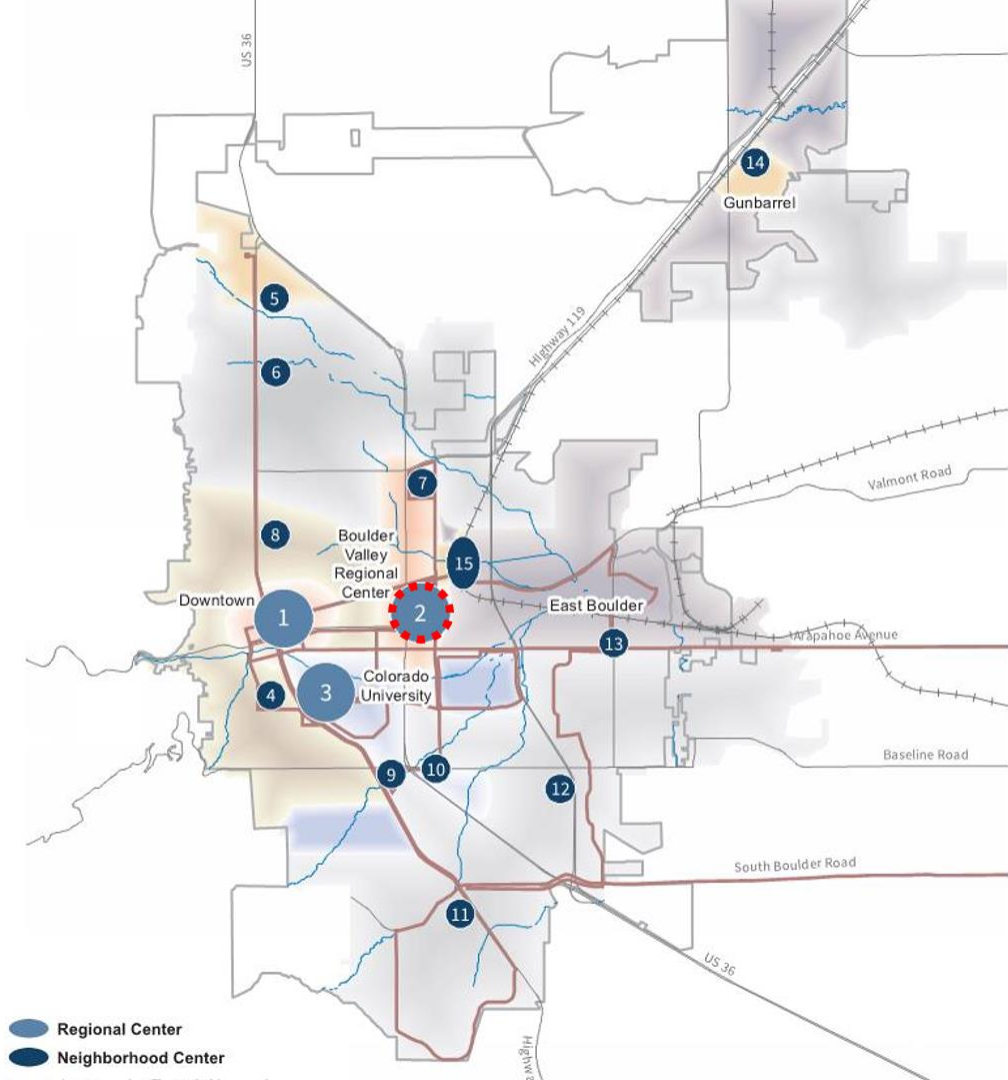
- Required public notice was given in the form of written notification.
- Sign posted for at least 10 days on the property.
- Public Notices were published via the Daily Camera.
- Land Use Code section 9-4-3, "Public Notice Requirements," B.R.C. 1981 was met.
- Public comments received.
- Follow up email sent to those interested.

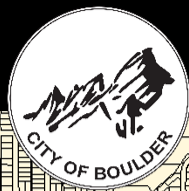


Context BVCR

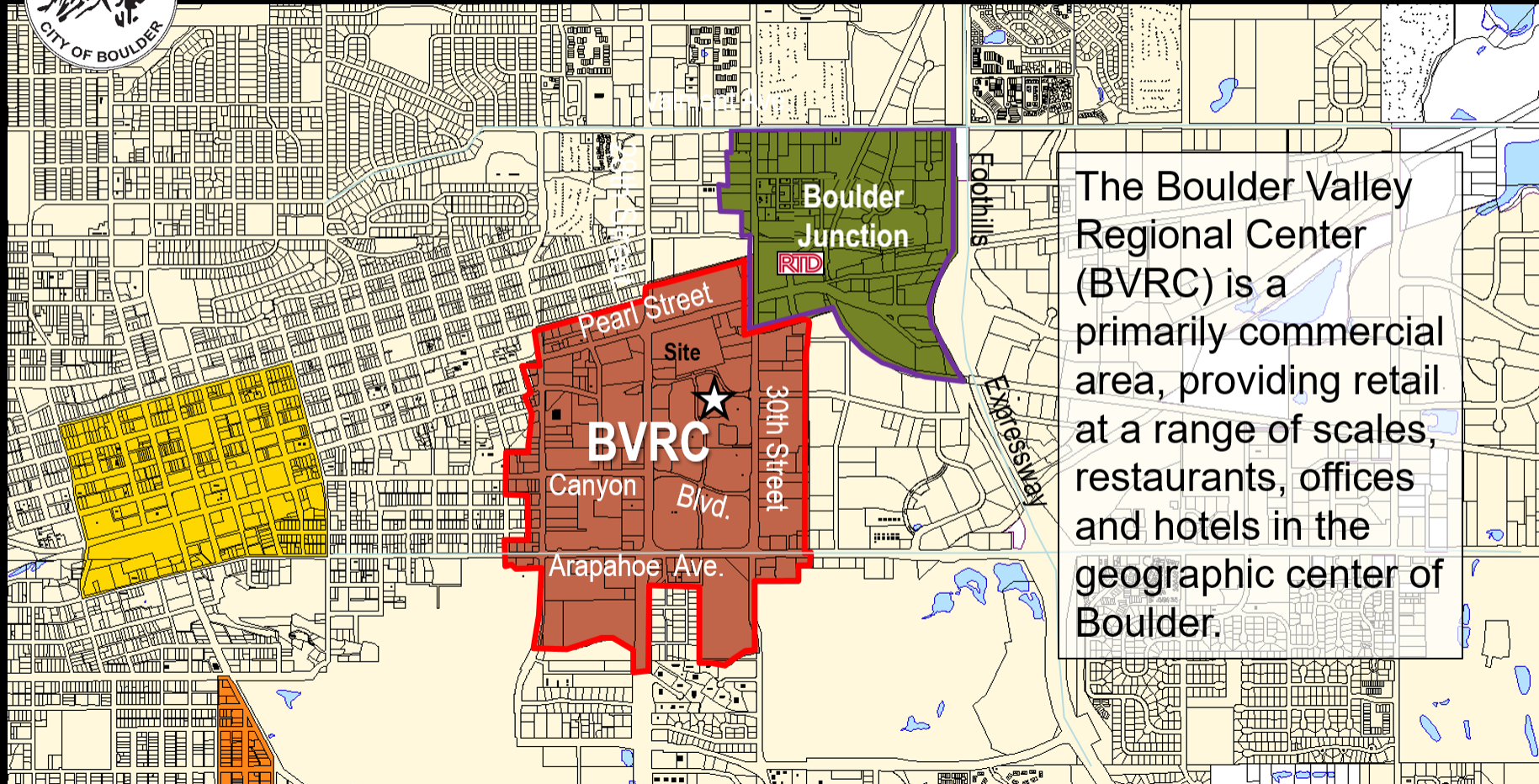
Regional Centers

The city's three regional centers constitute the highest level of intensity. They form a triangle at Boulder's geographic center: Historic Downtown, Boulder Valley Regional Center (BVRC) and the University of Colorado (CU) with the University Hill business district, which also serves as a neighborhood center for the surrounding area. Each regional center provides a distinct function and character, provides a wide range of activities and draws from the entire city as well as the region.





Context BVCR



The Boulder Valley Regional Center (BVRC) is a primarily commercial area, providing retail at a range of scales, restaurants, offices and hotels in the geographic center of Boulder.

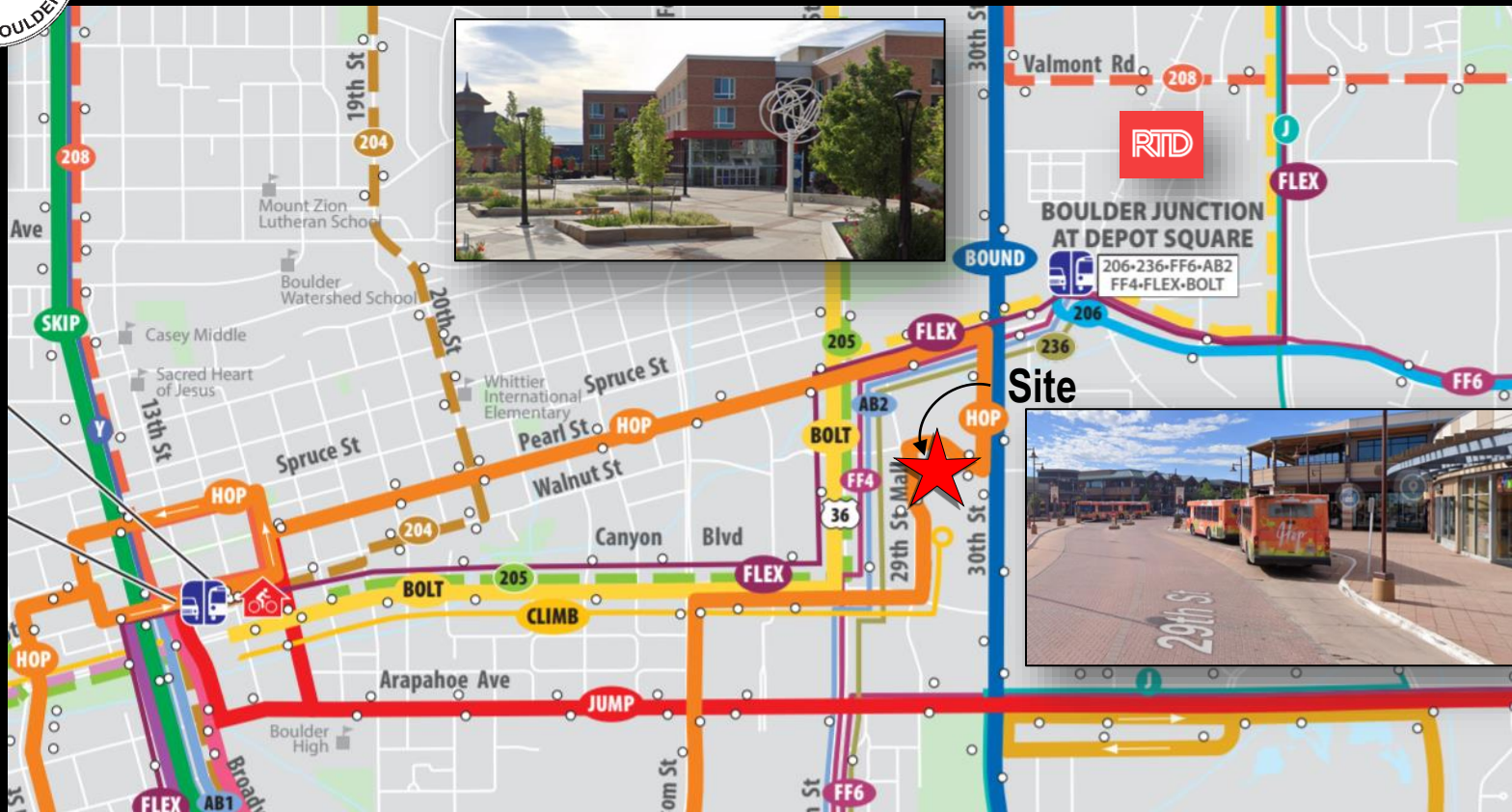
Boulder Junction Phase I Area – Build-Out to Date

Project	Res. Units	Afford Units
3100 Pearl	319	0
Depot Square	71	71
Nickel Flats	17	0
The Commons I	0	0
3200 Bluff	36	0
Steelyards	90	27
S'PARK	247	77
30Pearl	294	120
Timber 2	85	0
Reve	244	0
TOTAL Boulder Junction	1,384	295
Two-Nine North Apts.	240	0
TOTAL New Residential Units Near Site	1,624	295



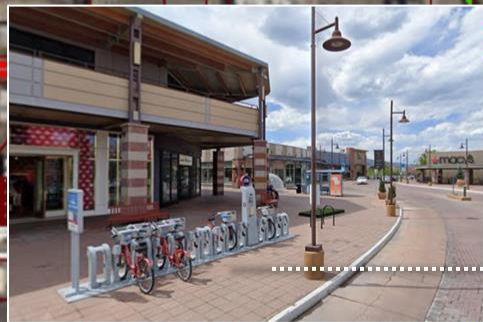


Context RTD Bus Service





Context Bike and Pedestrian Connections

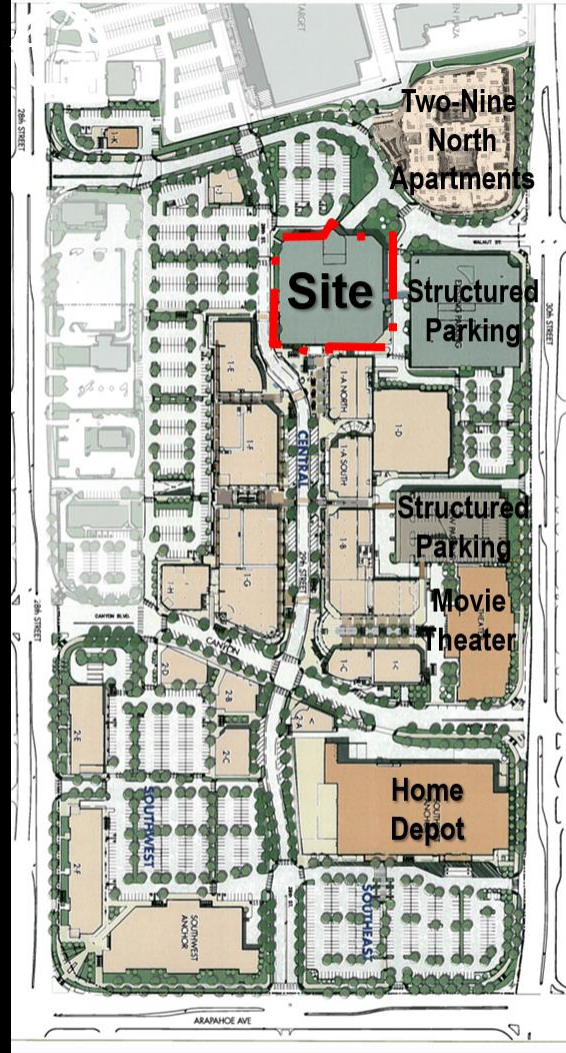


— Multi-Use Path

— On-Street Bike Lane

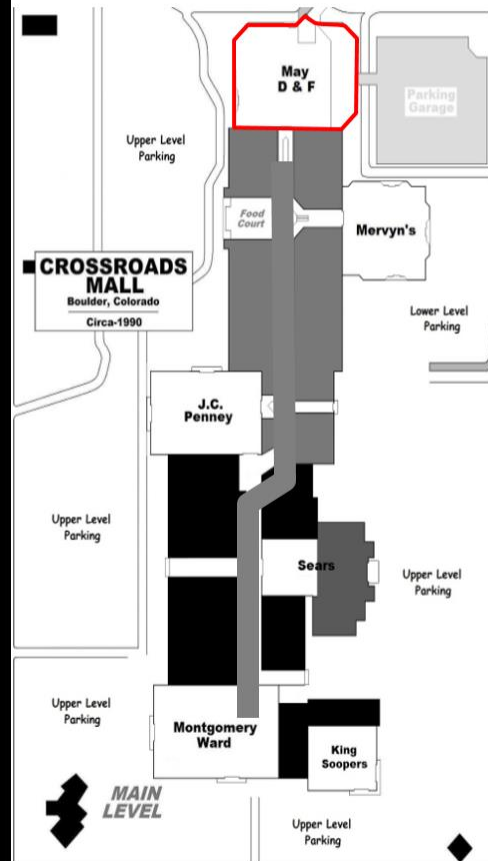
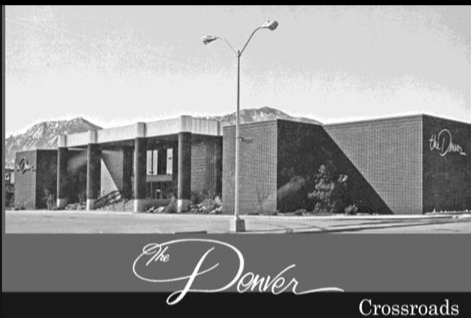


Context Twenty Ninth Street





Context Historic Context





Context Site





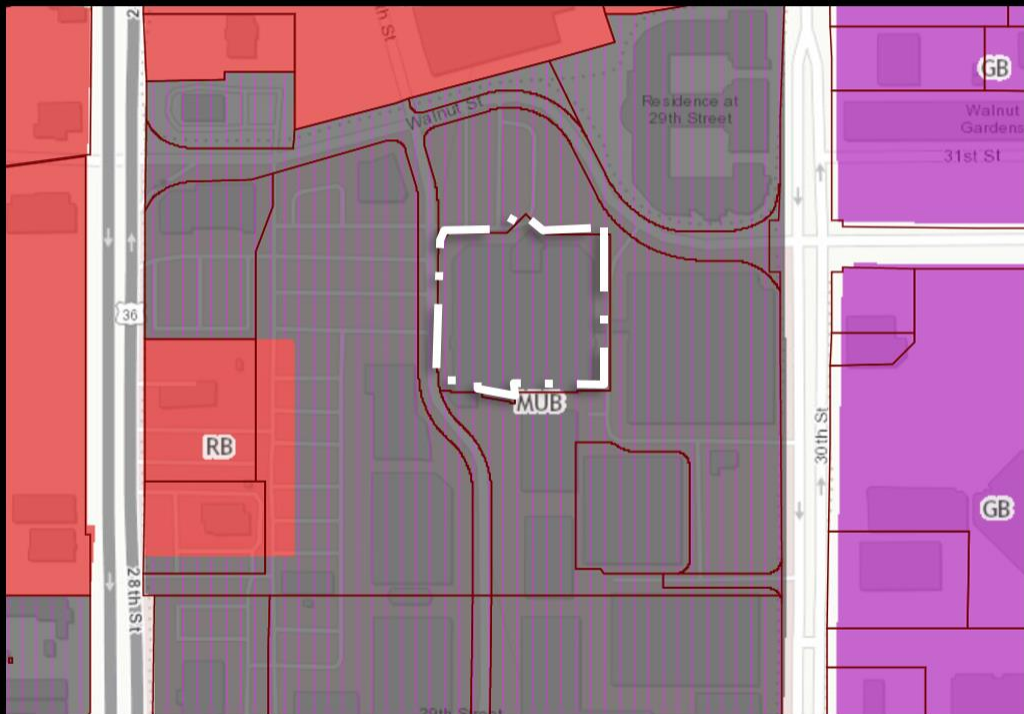
Context





BVCP Land Use

Mixed Use Business



“Characteristics and Locations: MUB development may be appropriate and will be encouraged in some business areas. (Generally, the use applies to areas around 29th Street as well as North Boulder Village Center, the commercial areas near Williams Village and other parcels around Pearl, 28th and 30th Streets.) Specific zoning and other standards and regulations will be adopted which define the desired form, intensity, mix, location and design characteristics of these uses.

Uses: Consists of business or residential uses. Housing and public uses supporting housing will be encouraged and may be required.”



Zoning Business Regional - 1



DEFINITION (9-5-2, B.R.C. 1981):

“Business centers of the Boulder Valley, containing a wide range of retail and commercial operations, including the largest regional-scale businesses, which serve outlying residential development; and where the goals of the Boulder Urban Renewal Plan are implemented.”



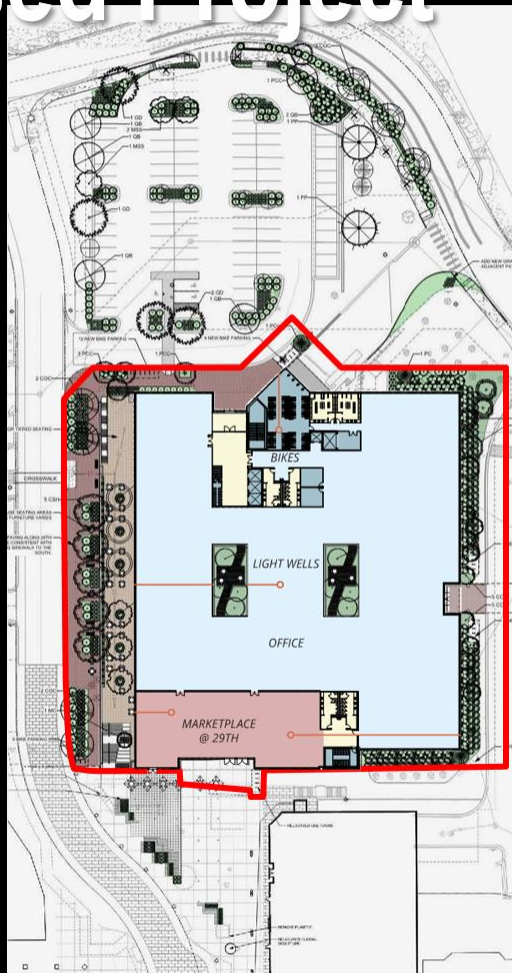
Proposed Project

Use:

- Office: 155,136 square feet
- Retail: 7,730 square feet
- Net Addition: 11,746 sf
- FAR: 1.59 where 2.0 is standard
(up to 4.0 FAR is permitted through SR)

Building:

- Third story west addition
- Façade & fenestration changes
- Daylighting wells in building
- Lower plaza
- Roof deck



Site Work:

- Reduce curb cuts, expand bike lane
- Landscape adjacent parking area
- Plaza improvements
 - shade structures, planters, furniture
- 230 bike spaces provided/115 required
 - 168 long term spaces
 - 62 short term spaces



Proposed Project



Existing North Elevation



Proposed North Elevation



Proposed Project



Existing North West Corner



Proposed North West Corner



Proposed Project



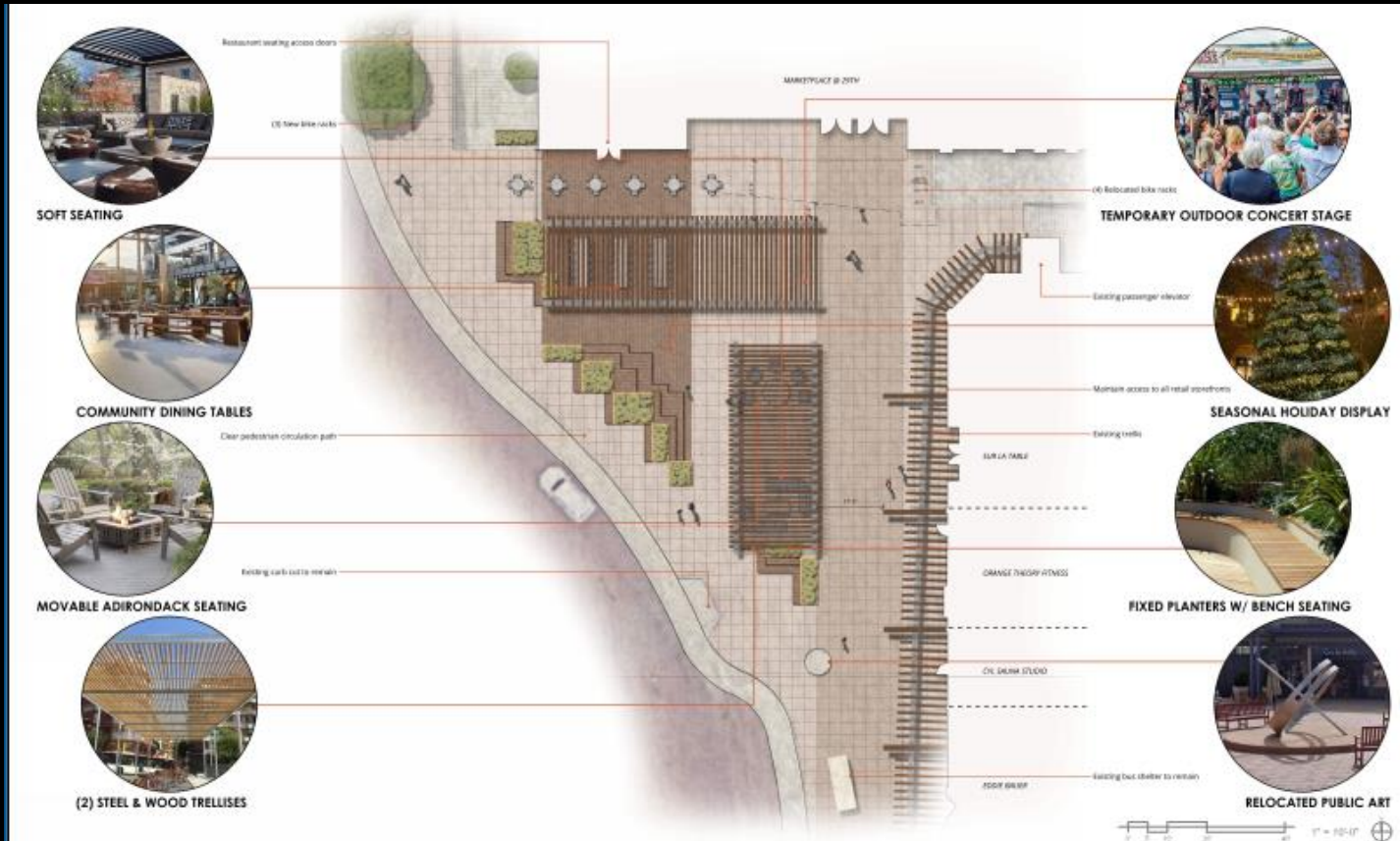
Existing South West Corner



Proposed South West Corner



Proposed Project





Key Issue 1 Consistency with BVCP Policies

- 2.03 Compact Development Pattern
- 2.17 Variety of Centers
- 2.18 Boulder Valley Regional Center & 28th Street
- 2.24 Commitment to a Walkable and Accessible City
- 2.33 Sensitive Infill & Redevelopment
- 2.37 Environmentally Sensitive Urban Design
- 2.41 Enhanced Design for All Projects
- 4.08 Energy-Efficient Building Design
- 4.09 Building Construction Waste Minimization
- 5.02 Regional Job Center
- 6.01 All-Mode Transportation System & Complete Streets
- 6.05 Integrated Transportation Demand Management (TDM)

**Site Review Criterion
section 9-2-14(h)(2)(A):**

“The proposed site plan is consistent with the land use map and the service area map and, on balance, the policies of the Boulder Valley Comprehensive Plan.”



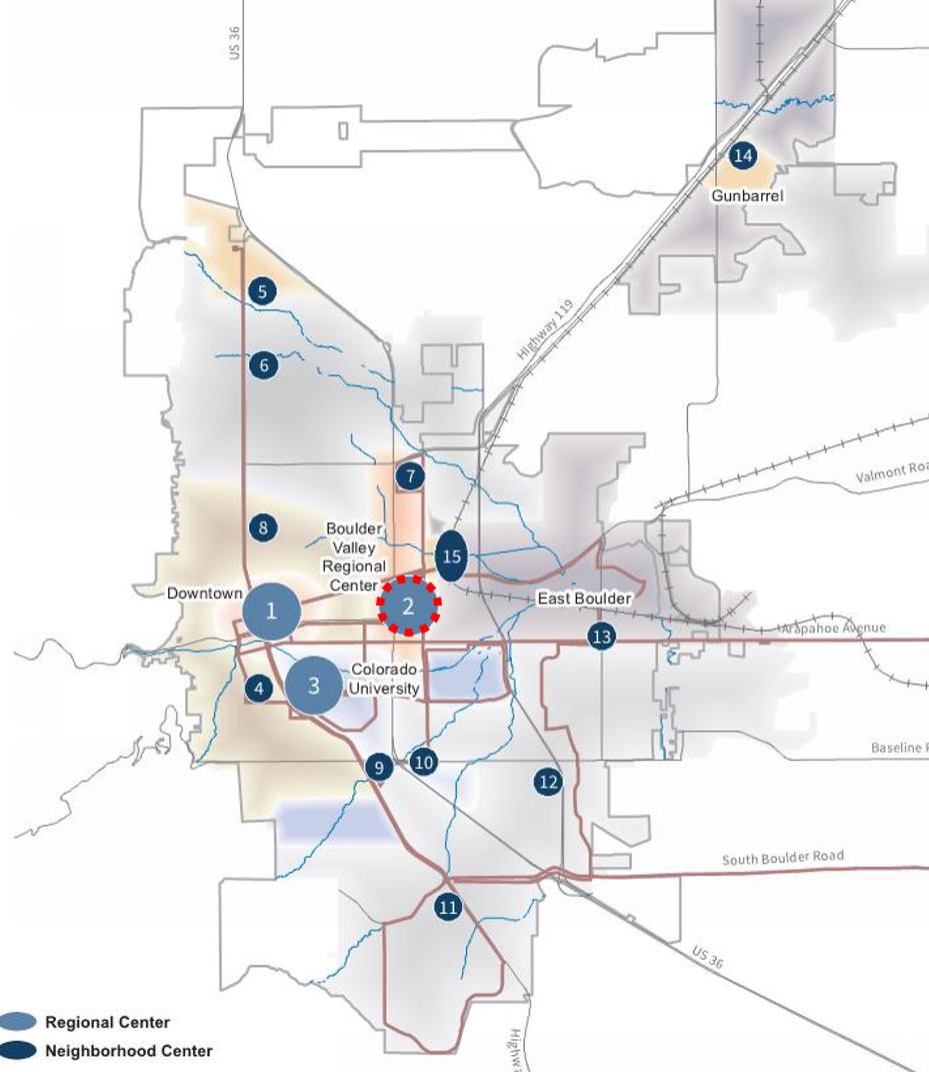
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2.17 Variety of Centers

“The city and county support a variety of regional and neighborhood centers where people congregate for a variety of activities such as working, shopping, going to school or day care, accessing human services and recreating. Some centers should be located within walking distance of neighborhoods and business areas and designed to be compatible with surrounding land uses and intensity and the context and character of neighborhoods and business areas. Regional centers should serve a larger role and be located near transit. Good multimodal connections to and from centers and accessibility for people of all ages and abilities will be encouraged.”





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- 6.05 Integrated TDM Program

2.18 Boulder Valley Regional Center & 28th Street

The city will preserve and enhance the BVRC as a high-intensity regional commercial center while encouraging the addition of a variety of housing types. With its co-location of retail, daily amenities, transportation amenities and housing, the BVRC should provide the opportunity for exemplary walkable neighborhoods. Mixed-use development should exemplify the components of the sustainable urban form definition and include a mix of amenities and activities, including cultural and recreational. The city will pursue regulatory changes to increase housing capacity and reduce the current non-residential capacity in the BVRC while maintaining retail potential. This will be accomplished through analysis to balance the needs of redevelopment in certain areas with strategies that minimize business displacement and with ongoing community outreach. The guiding principles noted after Figure 3-4 will apply to development in the BVRC and along 28th Street north of BVRC (from Spruce Street to Iris Avenue) on properties with a Regional or General Business land use designation. The city will study adjacent areas during the Land Use Code update.

Boulder Valley Regional Center (BVRC) Guiding Principles

1. Encourage Mixed Use.

Buildings should co-locate residential and commercial uses. New construction and redevelopment of parcels in this area should include both vertical and horizontal mixed-use, including first floor retail with residential above as flats and live-work units.

2. Ensure appropriate scale and transitions to neighboring residential uses.

The BVRC should become a place of mixed-use villages. The intensity and heights may be higher than neighborhood centers, with buildings potentially up to four or five stories, provided that housing and usable public spaces are included. 28th Street from Spruce Street to Iris Avenue is intended as a more modest intensity area than the BVRC, with buildings up to three or four stories unless additional area or corridor planning takes place. Building footprints should allow for a fine-grained connected street pattern, not superblocks. Transition zones from the higher-density BVRC to medium-density neighboring uses should encourage residential uses that appropriately transition between differing densities, such as townhomes.

3. Encourage infill in appropriate places.

Where possible, infill should be encouraged, such as on underutilized surface parking lots.

4. Function as a regional multimodal hub.

Capitalize on the existing and planned transportation connections. Address ways to get around for users of all transportation modes by including sheltered seating, shared bicycles, bike cages and repair stations. Access improved connections to and from the regional mobility hub.

5. Encourage parking management strategies.

Encourage parking management strategies, such as shared parking, in neighborhood centers.

6. Ensure comfort and safety.

Include human-scaled lighting, furnishings, signs and way-finding that feel welcoming, safe and comfortable for users of all ages and abilities. Provide unimpeded connections within the center between parking, transit, retail and residential uses.

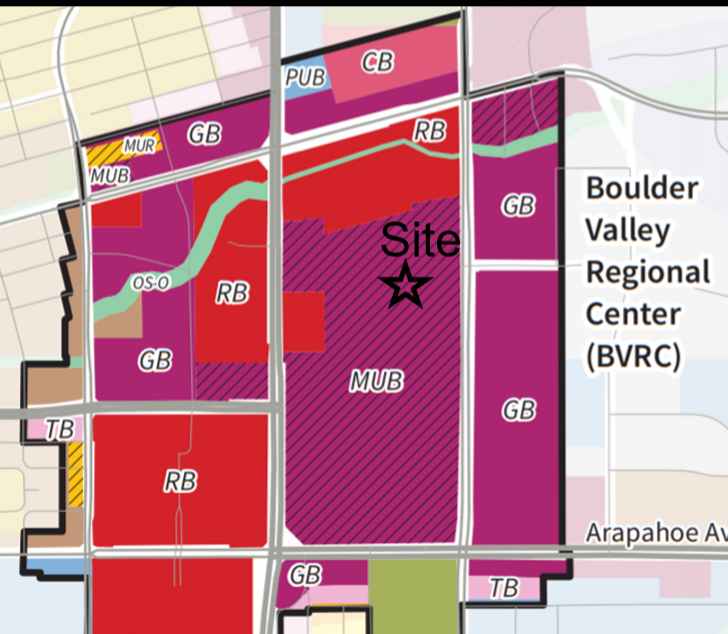
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Land Use

Residential

- High Density Residential
- Medium Density Residential

Business

- Community Business
- GB General Business**
- Transitional Business
- RB Regional Business**

Mixed Use

- MUB Mixed Use Business**
- Mixed Use Residential**

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Key Issue 2 Consistency with Site Review Criteria

✓(ii) The height of buildings is in general proportion to the height of existing buildings and the proposed or projected heights of approved buildings or approved plans for the immediate area;





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Existing



Proposed



Key Issue 2 consistency with Site Review Criteria

✓ (v) Projects are designed to a human scale and promote a safe and vibrant pedestrian experience through the location of building frontages along public streets, plazas, sidewalks and paths, and through the use of building elements, design details and landscape materials that include, without limitation, the location of entrances and windows, and the creation of transparency and activity at the pedestrian level;



Existing

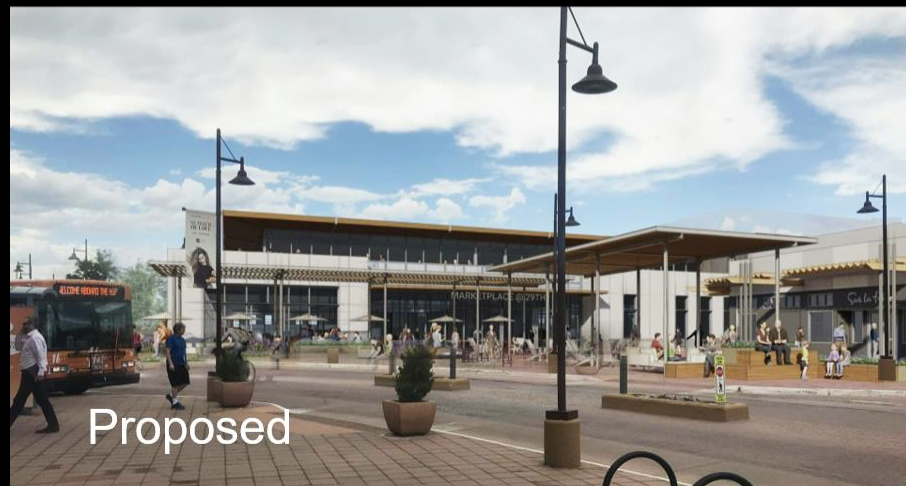


Proposed



Key Issue 2 Consistency with Site Review Criteria

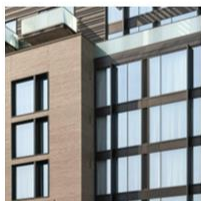
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Key Issue 2 Consistency with Site Review Criteria

√(xii) Exteriors or buildings present a sense of permanence through the use of authentic materials such as stone, brick, wood, metal or similar products and building material detailing;



CURTAIN WALL SYSTEM



TAPERED & FLAT ALUMINUM COMPOSITE
PANEL (ACM) RAIN SCREEN



PRECOATED ALUMINUM SOFFIT PANEL



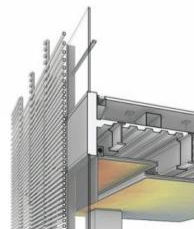
SSG CURTAIN WALL SYSTEM



VERTICAL SUNSHADE



SPANDREL PANEL



CURTAIN WALL PARAPET RAILING



METAL RAILING



Key Issue 3 Consistency with BVRC & 29th St. Design Guidelines

BVRC: Overall Site Layout

- Buildings close to street
- Maximize street frontage of buildings
- Layout site to support pedestrian circulation
- Usable open space should be integral to the plan
- Parking behind or beside building
- Preserve and capitalize on views to the west
- Provide vehicular and pedestrian links





Key Issue 3 Consistency with BVRC & 29th St. Design Guidelines

BVRC: Building Design

- Inter-mingle the building interior and exterior
- Orient building to street
- Emphasize building entrances
- Avoid large blank walls
- Provide pedestrian interest on the ground level
- Design all sides of the building
- High quality exterior materials
- Buildings should be environmentally sound





Key Issue 3 Consistency with BVRC & 29th St. Design Guidelines

Twenty Ninth Street DG: Building Design

- Style “appropriate to the time and place”
- Building forms are asymmetrical
- Design of buildings influenced by words such as “clean, contemporary, flexible, and colorful”
- Color and material selections should not “compete” with tenant storefronts
- Use materials “of the era”





Recommended Motion

Motion to approve Site Review Amendment case no. LUR2018-00075 incorporating the staff memorandum and the attached Criteria Checklist as findings of fact, and subject to the recommended conditions of approval.

Questions of Staff?



Key Issues

1. Does the proposal, on balance, meet the relevant policies of the BVCP?
2. Does the proposal, with its proposed modifications, meet the Site Review criteria ?